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TRANSMITTAL FORM <i>(to be used for all correspondence during pendency of filed application)</i>		Application Number	09/885,720
		Filing Date	June 19, 2001
		First Named Inventor	Pierfrancesco La Mura
		Group Art Unit Number	3624
		Examiner Name	Daniel S. Felten
Total Number of Pages in This Submission	25	Attorney Docket Number	23050-09086

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REMARKS:

SIGNATURE OF ATTORNEY OR AGENT			
Signature:	<i>Laura Majerus</i>		
Attorney/Reg. No.:	Laura A. Majerus, Reg. 33,411	Dated:	May 6, 2005

CERTIFICATE OF MAILING			
I hereby certify that this correspondence, including the enclosures identified above, is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below. If the Express Mail Mailing Number is filled in below, then this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service pursuant to 37 CFR 1.10.			
Signature:	<i>Laura Majerus</i>		
Typed or Printed Name:	Laura A. Majerus	Dated:	May 6, 2005
Express Mail Mailing Number (optional):			



Attorney's Docket No.: 23050-09086

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application of:)
) Examiner: Daniel S. Felten
Pierfrancesca La Mura)
Moshe Tennenholtz) Art Unit: 3624
Yoav Shoham)
)
Application No: 09/885,720)
)
Filed: June 19, 2001)
)
For: ENHANCED AUCTION)
MECHANISM FOR ONLINE)
TRANSACTIONS)
_____)

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Dated: May 6, 2005

By: Laura Majerus
Laura A. Majerus, Reg. No. 33,417

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AMENDMENT AND RESPONSE TO OFFICE ACTION
UNDER 37 C.F.R. §1.111

Sir:

In response to the Office Action dated February 24, 2005, and pursuant to 37 C.F.R. §1.111, applicants respectfully request that the above-identified application be amended as follows: